

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Brazil



2010 Market Profile: Brazil

Visitation Trends (Arrivals)

[Thousands of Brazilian Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	349	385	485	525	639	769	893	1,198	849
Percentage Change (%)	-14	10	26	8	22	20	16	34	243

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^p	Change 2010/2003
Total Travel & Tourism Exports ⁽¹⁾	\$1,688	\$1,870	\$2,201	\$2,654	\$3,129	\$4,162	\$4,565	\$5,918	\$4,230
Travel Receipts	\$1,214	\$1,375	\$1,577	\$1,947	\$2,284	\$2,990	\$3,318	\$4,236	\$3,022
Passenger Fare Receipts	\$474	\$495	\$624	\$707	\$845	\$1,172	\$1,247	\$1,682	\$1,208
Change (%) in Total Exports	-11	11	18	21	18	33	10	30	251

(p) Preliminary, subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change ⁽²⁾
Travel Agency	48	48	-0.7
Personal Computer	33	36	2.9
Airlines Directly	29	28	-1.6
Friends/Relatives	23	23	-0.1

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	59	64	4.6
Business/Professional	18	14	-4.3
Visit Friends/Relatives	13	12	-0.8
Convention/Conference	4	7	3.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	70	77	7.2
Visit Friends/Relatives	22	24	1.4
Business/Professional	22	16	-5.9
Convention/Conference	6	10	3.4
NET PURPOSES OF TRIP:			
Leisure & VFR	81	86	5.4
Business & Convention	26	23	-2.5

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	40	41	1.6
Airlines in U.S.	41	40	-0.5
Rented Auto	40	39	-1.0
City Subway/Tram/Bus	25	27	1.6
Company or Private Auto	20	22	2.4

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	91	91	-0.2
Shopping	92	91	-1.0
Amusement/Theme Parks	50	55	4.1
Visit Historical Places	42	52	9.2
Sightseeing in Cities	36	41	5.4
Art Gallery/Museum	26	34	8.1
Concert/Play/Musical	26	30	4.2
Cultural Heritage Sites	19	25	5.6
Visit Small Towns	20	19	-0.3
Visit National Parks	15	16	1.5

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	78	91	13.1 days
Advance Trip Decision Time (median days)	60	65	5.0 days
Prepaid Package	16%	14%	-2.2 pts.
First International Trip to the U.S.	27%	23%	-3.9 pts.
Length of Stay in U.S. (mean nights)	17.3	14.9	-2.4 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	63%	60%	-3.2 pts.
Average Number of States Visited	1.6	1.5	-0.1 states
Hotel/Motel (% 1+ nights)	86%	86%	0.1 pts.
Average # of Nights in Hotel/Motel	9.8	9.4	-0.4 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	59%	55%	-4.6 pts.
Household Income (mean average)	\$90,900	\$101,700	\$10,800
Household Income (median average)	\$76,200	\$97,600	\$21,400
Average Age: Female	39	38	-0.9 years
Average Age: Male	41	41	0.2 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	41.9	374	51.1	612
STATES				
New York	38.2	341	49.3	591
CITIES				
New York City-WP-Wayne	37.9	338	49.4	592

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Brazilian traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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